

C O P Y

April 30th, 1954

Mr. James R. Wylie
Intercollegiate Broadcasting System
Storrs, Connecticut

Dear Jay:

At our meeting in the offices of College Radio Corporation the other afternoon, April 28th, you asked for a formal statement of our position on the matter of representation agreements with independent college radio stations, that is to say, non-members of the Intercollegiate Broadcasting System.

I'm afraid that I can add very little new to what I told you and the assembled officers and regional directors of IBS in Columbus on the weekend of April 10th. Our main points then and now are:

- 1) Potential buyers of College Radio are interested in all of College Radio - in whatever stations are established and broadcasting. These buyers are not in the least concerned as to whether or not individual stations are members of IBS.
- 2) Our representation agreement during the past year with IBS has prevented us from representing all college radio stations established and broadcasting; specifically, as you know, we have been prevented from representing many of the stations not belonging to IBS, primarily because these stations have not chosen to join IBS.
- 3) While we have been permitted to sell time for a few such non-IBS stations, these stations have been penalized during the past year by having a commission to IBS deducted from their national advertising income. This point in particular has received considerable further attention within our own group since the Columbus meeting, and we are convinced that it is impossible to justify such a commission to IBS from non-member stations. Indeed, you will recall that several undergraduate IBS regional directors, speaking from the floor at the Columbus meeting, also raised question as to why this commission should be paid to IBS.
- 4) We feel we have been placed in the unfortunate position of being used as a "come on" to persuade non-member stations

Mr. James R. Wylie - April 30th, 1954 (2)

to join IBS. Some stations, to put it bluntly, appear to have been told that if they want national advertising, they must join IBS to get it, since College Radio Corporation is the only professional representative engaged in selling college radio time at the present.

- 5) We can find no justification for complicating and delaying payments to non-IBS stations by having national advertising revenues pass through IBS hands, as has been done in the past year and as you propose to continue.
- 6) The time we have devoted in the past year to correspondence and discussion with you regarding non-IBS stations might better have been spent in selling national advertising. Last year, when we signed the original agreement granting you the privilege of approval of such non-IBS stations as we might represent, and providing that all advertising revenue for non-member stations would pass through your hands, we did so in the sincere hope that 12 months' operation along those lines would demonstrate to you how inefficient and impractical that method of dealing with non-member stations would be.
- 7) It has been brought to our attention that you have seen fit to warn non-member stations against contracting with us directly, by an item in a recent IBS newsletter. We regret that you have seen fit to publish such advice, and we note that it was not supported by any good or adequate reasons, or for that matter by a full explanation.
- 8) We are perfectly willing to continue to represent the Inter-collegiate Broadcasting System for national advertising sales, on the terms previously mutually agreed upon, with the exception, however, that we must insist upon our right to represent non-IBS stations through separate representation agreements. Our legal counsel advises us that it would be improper, and in fact illegal, for us to sell time on their behalf without such agreements.

Sincerely yours,

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:j

Mr. James E. Doyle - April 20th, 1952

On this date, your attention is directed to the fact that the only practical method of dealing with the situation is to have the radio time at the disposal of the public.

It is not clear to me whether you are referring to the fact that the only practical method of dealing with the situation is to have the radio time at the disposal of the public, or to the fact that the only practical method of dealing with the situation is to have the radio time at the disposal of the public.

On this date, we have received in the past, a number of suggestions for dealing with the situation. It is not clear to me whether you are referring to the fact that the only practical method of dealing with the situation is to have the radio time at the disposal of the public, or to the fact that the only practical method of dealing with the situation is to have the radio time at the disposal of the public.

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Very truly yours,

James E. Doyle
April 20th, 1952